ARDENTLAND

PROPERTY & PLANNING CONSULTANTS

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Development Management
Manchester City Council
PO Box 532
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M60 2LA

11 May 2026

Dear Sir / Madam

Application for Express Advertisement Consent.

Estate Totems at Lime Square Shopping Centre.

Ashton Old Road, Openshaw, Manchester, M11 1DA.

Please find enclosed our client's application for Consent to Display Advertisements under Regulation 9 of the Town & Country Planning (Control of Advertisements) (England) Regulations 2007.

This application seeks the following:

Modernisation of Existing Estate Totems

The application comprises the following documents and drawings:

- Express Consent Application Form
- Drawing no. T4951 A4 050 rev – Site Location Plan
- Drawing no. T4951 A4 051 rev – Site Plan sign 1
- Drawing no. T4951 A4 052 rev – Site Plan sign 2
- Drawing no. T4951 A4 060 rev – Elevations (existing & proposed) sign 1
- Drawing no. T4951 A4 061 rev – Elevations (existing & proposed) sign 2
- Drawing no. T4951 A4 065 rev – Digital Display Specifications
- Appendix 1 - Schedule of Suggested Special Conditions
- Appendix 2 - Photograph of Site (showing existing signage to be replaced)
- Appendix 3 – Aerial View of Host Site Area

The fee has been paid via the Planning Portal.

Proposal

This application seeks to consent to modernise 2 faces on the existing Retail Park totems in order to display more flexible content.

In respect of sign 1, at the junction of Turton Street, the southwest facing elevation (only) of the existing three-sided structure is proposed to be modernised.

In respect of sign 2, at the junction of Fairfield Road, the southeast facing elevation (only) of the existing three-sided structure is proposed to be modernised.

Space below the proposed digital displays will be retained for static tenants' signage with space above in continued use for the estate and both under the terms of the structures existing consent.

This proposal is part of a national shift towards the use of digital displays by the retail & signage industry, positively contributing towards the desire for a sustainable, relevant, and flexible signage estate.

This application is required owing to the proposed digital (remotely changing) nature of this scheme.

The Application Site

The application site is the large Lime Square Shopping Centre site; the totems being set on the scheme's southwestern and southeastern boundary, alongside Ashton Old Road and opposite the Lidl store.

As existing, the proposal is readily accommodated on the host site, with no loss of retail space, employment opportunity, parking, or circulation space.

The site is not within a Conservation Area or part of a Heritage Asset.

Application Site Planning History

The existing illuminated totems have express consent under Manchester City Council reference 094118/AOH/2010/N2 and remain by virtue of Class 14 Deemed Consent under the 2007 Regulations.

In addition, the adjoining / host site has a range of commercial consents in place, including for a range of signage, commensurate with its ongoing, active retail setting.

Adjacent Land Uses

The proposal is situated within the large *M Park Lime Square* scheme.

Beyond the application site are a range of other commercial land uses reinforcing the centres and area position as an important retail and commercial destination.

Nearby occupiers have their own signage in a range of styles and positions.

Adjacent Land Uses Planning History

The wider area has a range of commercial consents and uses in place.

Background to the Application & Advantages

The applicant wishes to improve the delivery of advertising to the Lime Square area and so facilitate sustainable, relevant, locally focused messaging rather than the display of fixed, often national logos and signs and in a location that avoids more sensitive parts of the town.

Elsewhere in the Country and across the Region we have seen the benefit of this flexibility which can include public messages and the more ready display of non-commercial adverts (such as Charity adverts) during void periods.

The updated totems would present (on rotation) a range of signage, content & advertisements on its proposed digital areas for both occupiers of the host site and other services and products.

The fixed name plates for Occupiers, Lime Square and 'M' would continue to be used as they are now.

Planning Policy

The legislative framework for the control of advertisements is contained within The Town and Country Planning (Control of Advertisements) (England) Regulations 2007.

Regulation 3 states that advertising should be controlled in the interest of amenity and public safety, taking into account the provisions of the development plan, in so far as they are material.

The National Planning Policy Framework (December 2024) at paragraph 141 reiterates the need for assessment to conduced only in the interests of amenity and public safety, taking account of cumulative impacts. The NPPF goes on to state that the regime for advertising consent should simple, efficient & effective.

The NPPF at paragraph 85 places significant weight on the on the need to support economic growth. Advertising is a key part of economic growth both regionally and nationally through direct employment in the advertising (& associated) industries and indirectly to those who take advantage of advertising opportunities in the promotion of their own goods and services in addition to Government revenue through local and national taxation.

Manchester Local Development Framework guides advertising proposals at DC15 (Advertisements) and aligns to national considerations in respect of amenity and public safety.

We consider this proposal to be aligned to both Local Plan & National Policy as set out below.

Amenity

As explored above, the application site is located on the large retail park and utilises an existing advertising structure; the host site is well established retail led destination and thus is considered ideal for proposals of this kind.

The proposed signs sit within the space on the host structure that is currently occupied by occupiers signage, as such, no new signage space is proposed.

In general amenity terms, the proposal is contained on its own land, and the updated faces of the existing totems will be visible to those on approach to Lime Square (and is neighbours on the opposite side of the A635) and thus expecting commercial activity.

The scale of the proposal matches the existing and levels of illumination are suggested to match Institute of Lighting Professionals guidelines.

Its location in a commercial, through route setting will result in its slim, simple design being readily absorbed into the street scene as a progression of the existing (arguably dated) design & use.

In terms of local plan compatibility, the proposal respects the nature of the host site, does not create new sign and proposal does not cut across any existing view or vista.

The proposal is intended with a view to enhance this commercial setting and demonstrate investment in the area.

Recognising the (ongoing) illuminated nature of the proposed displays, we look to adopt levels recommended by the Institute of Lighting Professionals ('The Brightness of Illuminated Advertisements' PLG05/23); that report recommends a maximum luminance level of 300 candelas/sqm in urban & suburban areas at night (and 5,000 cd/m2 during the day) and we have suggested a Special Condition to match this.

Public Safety (Highways Safety)

National Policy seeks to protect Public Safety.

The road immediately adjoining the proposed (and thus existing) signs has straight and level alignment with good visibility on approach with views that include the existing estate signage.

The proposal (as existing) is contained entirely on its own land with no part oversailing the highway network.

Site maintenance would be completed from private land.

The proposed display will be visible to those travelling east and west on the A635, Ashton Old Road, an overtly commercial section of high-level street lit road with defined footways on each side and central pedestrian refuges at designated crossing points.

The speed limit on approach is regulated to 30 mph.

In terms of structural safety, as existing, the proposed signs are supported entirely on the host site with the displays oversailing private land, i.e., no part of the proposed signs are on or over the highway.

We therefore consider it unlikely that any issue of public safety will arise from the routine use of the proposed modernisation to digital presentation (from static illuminated).

Summary

This is a proposed upgrade to existing illuminated signage at a retail park location.

The principle of displays for the use of advertising and wider content in overtly commercial areas such as this is well established and we consider that this proposal allows the advertising offering to the area to be delivered in a modern, forward-thinking and sustainable way by taking advantage of digital sign technology and in a location that is away from the more sensitive areas of town.

We further consider that the display of digital signage in this wholly commercial area, surrounded by the trappings of the wider shopping centre and nearby commercial activity would not cause any automatic harm to public safety.

Should you have any queries in respect of this application or require additional detail we would be happy to discuss this with you.

Yours faithfully.

Stuart Wellman MRICS
Director
stuart@ardentland.com
07414 101 273

Appendix 1

Schedule of Suggested Special Conditions

1. The rate of change shall be no more than once every 10 seconds.

2. Illumination shall not exceed 300cd/m2 at night & per ILP guidelines (up to 5,000 cd/m2) at all other times.

3. The signs shall not display flashing, swiping, animated or strobing elements.

Appendix 2

Photograph of site (as existing) showing proposed replacement sign areas (indicative)

Sign 1, junction of Turton Street



Sign 2, junction of Fairfield Road



Image acknowledgement & copyright googlemaps.com 2026

Appendix 3

Aerial View of the Host Site Area

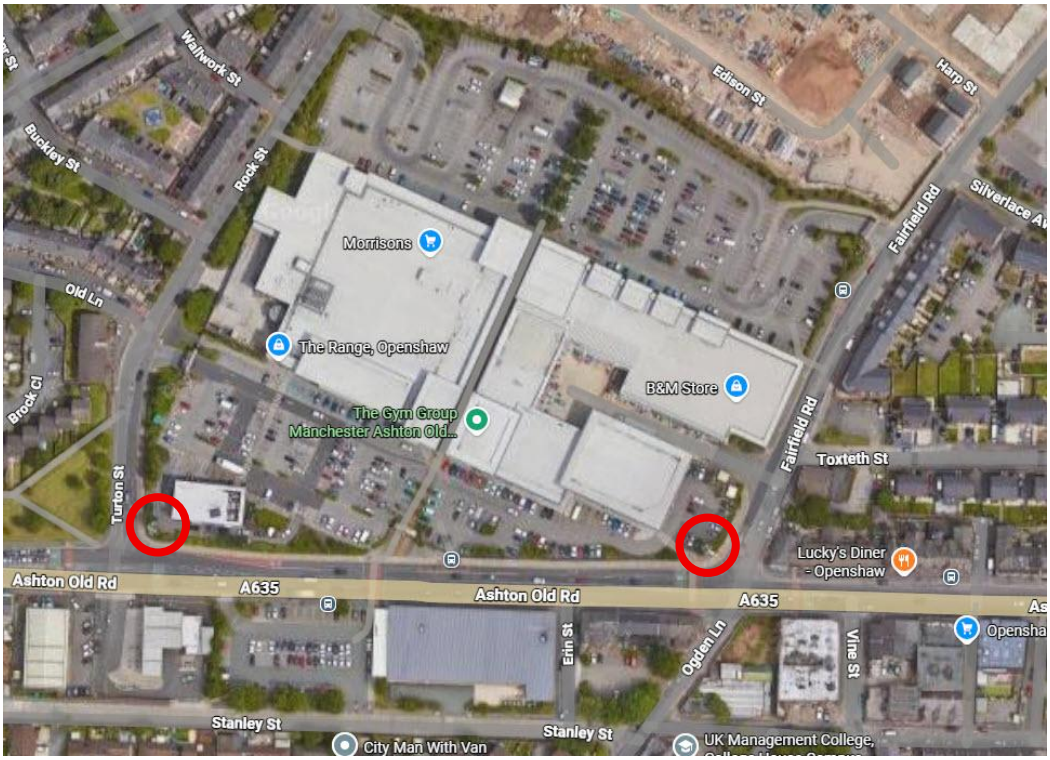


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= site area (indicative)